

Australian and New Zealand College of Anaesthetists SOCIAL MEDIA POLICY – Fellows, IMGs and trainees

1. PURPOSE

To ensure that ANZCA Fellows, international medical graduate specialists (IMGs) and trainees acknowledge and understand the purpose, effects and possible risks associated with the use of social media across all platforms and in various environments.

2. INTRODUCTION

Recognising that social media is a credible and accepted form of communication, ANZCA supports the positive and responsible use of this communication tool. ANZCA also reminds Fellows, IMGs and trainees that in their interactions on social media they should be aware of and consider their professional positions within the community and their responsibility to the College.

3. BODY OF POLICY

As the use of social media increases, so too does evidence from studies, legal cases and media reports that medical professionals can face risks that can damage personal integrity as well as doctor-patient and doctor-colleague relationships.

In general when using social media, Fellows, IMGs and trainees should act with integrity, never reveal confidential information, be respectful, remember that content published on social media sites is publicly available — even on personal accounts — and ensure they don't make comments that are obscene, defamatory, threatening, harassing, discriminatory or hateful to or about work or about another person or entity.

ANZCA staff and workers who are not Fellows, IMGs or trainees should read and be familiar with the ANZCA staff code of conduct and the staff social media policy.

ANZCA Fellows are reminded that their behaviour is guided by the [The Supporting Anaesthetists' Professionalism and Performance: A guide for clinicians](#) that is now being piloted and is a good reference, as well as the [ANZCA Code of Professional Conduct](#).

Fellows, IMGs and trainees acting as College representatives using College's information and communication technology (ICT) resource should also be aware of the [ICT Code of Conduct](#).

Resources that also represent and guide best practice in using social media for medical professionals are:

- The Medical Board of Australia's [social media policy](#)

- The Medical Council of New Zealand’s “[Statement on use of the internet and electronic communication](#)”
- [Social Media and the Medical Profession](#) developed by the Australian Medical Association (AMA) Council of Doctors-in-Training, New Zealand Medical Association Doctors-in-Training Council, New Zealand Medical Students' Association and Australian Medical Students' Association.

4. CONCERNS OR COMMENTS

If you have any concerns about the Social Media Policy please contact the Communications unit on +61 3 9510 6299 or via communications@anzca.edu.au. Requests must be in writing and resolution of concerns will be sought as promptly as possible.

5. CHANGES TO THE ANZCA SOCIAL MEDIA POLICY

The College may modify or amend this policy at any time. Formal notice of amendments will not ordinarily be given, but the current Social Media Policy will be available via the College website via www.anzca.edu.au/resources/corporate-policies and the internal Corporate Policy Register. The latest version of the policy can be accessed via the College website www.anzca.edu.au or by contacting the College on +61 3 9510 6299.

6. RELATED DOCUMENTS

- *The Supporting Anaesthetists' Professionalism and Performance: A guide for clinicians (PILOT).*
- *ANZCA Code of Professional Conduct.*
- *Internet, email and computer use policy.*

9. CHANGE CONTROL REGISTER

Version	Author	Approved by	Approval Date	Sections Modified
1	Communications Unit/Fellowship Affairs Unit	Council	September, 2015	
1.01	Communications Unit/Fellowship Affairs Unit		October, 2015	Added reference to IMGS, code of conduct
1.02	Strategic Project Office & Technology		January 21, 2016	Sections 1, 2, 3 (remove ref. to staff)